



# PETER KINDBERG

Senior Developer / Marketing Specialist

## About Peter

Peter is an educated programmer with a focus on web development and the technical sides of marketing. His primary focus is in Microsoft technologies, such as C#.Net & MSSQL, as well as managing large quantities of data.

Since 2010, he got into retention marketing, and worked at a strategic level with some of Scandinavia's largest companies as well as being the system architect for a successful company focusing on that area.

While Peter is a full-stack developer, his strong point is really the backend-side, especially with C#.Net and .Net Core development.

From his commercial experience, he has a good ability to prioritize tasks based on the business value as well as suggesting new items that may prove profitable.

He likes being a creative and driving part of a team, especially in projects where the result is easily measurable. His main motivation is results, such as an implemented marketing strategy that proved very profitable for the client, or a feature which helped a colleague saving time on a daily basis.

## Focus Assignment

### Marketing developer (Consultant)

Infront AS | 2018 - 2023

Peter joined Infront as a part of their marketing team in order to help Infront expand their business in Europe. His main duties include lead generation through a wide variety of things, such as upgrading Infront web site, lead magnets, search engine optimization (SEO), web services generation and integrations, CRM setup & implementation & several integrations, retention marketing (email, SMS, social media), as well as assisting in acquisition marketing (Google Ads & LinkedIn).

Peter was the go-to guy for any technical change on the website and CRM system.

Work is carried out directly with their Global Head of Sales and Head of Marketing, on-site in their main office in Oslo, and remotely after Covid-19; a contract that has lasted about 5.5 years.

The contract was 100% between 2018 – 2020, and since then around 10-60% depending on need and workload.

## Roles

- Developer
- Web Developer
- Account Manager
- Product Specialist
- Business Analyst
- Solution Owner
- Solution Architect

## Core Knowledge

- Strong technical knowledge
- System integrations, especially data-heavy ones.
- Retention marketing strategy, with special focus on email marketing
- Strong commercial understanding, weighing cost vs quality.
- Good understanding of stock market, and working in publicly listed companies
- Automation of marketing, processes
- Data integrations, data mining and user profiling
- Research, brainstorming, business development.

## Top Skills

- Ajax
- C#.Net
- Email marketing
- JavaScript
- jQuery
- MS SQL Server
- MVC
- Razor
- Retention marketing
- Umbraco
- User Tracking & Measurement

## Industry Experience

- |           |          |
|-----------|----------|
| • IT      | 11 years |
| • Retail  | 6 years  |
| • Finance | 3 years  |

## Education

- Application programming  
Lernia (2004-2006)

## ASSIGNMENTSS

### Umbraco developer (Consultant)

Diageo, Remote | 2022

As one of the world's best brand builders, we're proud to be leading the way in premium drinks – the most exciting consumer products category.

Diageo owns several large and well-known brands, such as Guinness, Red/Blue/Black Label Whiskey, Baileys, and many more.

**Mission statement and responsibility in projects:** Assisting Diageo in the creation of an e-commerce platform for their many brands, Peter's responsibility was the content creation part, specifically Umbraco, which was a custom headless setup.

**Technologies, methods, and tools:**

Umbraco, C#.Net, MongoDB, Angular, jQuery

### Marketing developer (Consultant)

CDON, Malmö | 2020

CDON is probably the largest online e-commerce store in all of Scandinavia, with a product selection in sports, fashion, media, computers and electronics, grocery and much more. Their ambition is to provide their clients with anything they like at the best rates on the market.

**Mission statement and responsibility in projects:** For CDON, Peter created a structure for delivering post-sale communications to their clients - based on the customers' purchase, with timely and highly relevant content for their purchased products. Employees of CDON can easily modify anything from the content being sent out to the steps in the life cycles.

**Technologies, methods, and tools:**

Oracle SQL, Oracle Responsys, HTML4

### Marketing developer (Consultant)

Infront, Oslo | 2018 - 2023

Financial professionals across Europe and South Africa rely on Infront for global real-time market data, trading, news, and analytics covering key markets. Infront's proven solutions have been developed over 20 years by industry experts and product development is closely driven by our clients' business needs. The Infront Professional Terminal is the most user-friendly and flexible terminal in the financial market, helping institutions reduce costs, adapt to fast-changing market requirements and work more effectively with increasing amounts of information.

**Mission statement and responsibility in projects:** Joining as a part of their marketing team in order to help Infront expand their business in Europe. My main duties include lead generation through a wide variety of things, such as upgrading Infront web site, search engine optimization (SEO), web services generation and integrations, CRM setup & implementation, retention marketing (email, SMS, social media), as well as assisting in acquisition marketing (Google Ads & LinkedIn).

**Technologies, methods, and tools:**

Umbraco, FreshSales, C#.Net, HTML5, CSS3, React, LESS, Google Analytics, SEO, SCRUM, and so on (lots).

### Marketing developer (Consultant)

eBay | 2016 - 2018

The cooperation with eBay (DBA, Bilbasen, Bilinfo) started in 2016 when they needed a person to assist with their daily routines for email marketing. As they use SmartFocus, an email SaaS platform where Peter was previously employed, he was a pretty obvious choice for them.

**Mission statement and responsibility in projects:** Shortly after getting started, the cooperation was expanded with various data integrations as well as automation and other features in order to improve the relevancy and profitability of the communications. Eventually, an entire portal had been created, where employees could handle processes and get customized reports.

**Technologies, methods, and tools:**

SmartFocus, HTML4, CSS, Data management, Data mining, System integration

## Senior developer & Solution architect (Consultant)

*Danads | 2013 - 2015*

Danads offers a system for facilitating the process of purchasing ads in newspapers and other media, which simplifies the process and manual labor for all parties.

**Mission statement and responsibility in projects:** Peters challenge was to restructure their backend solution, both APIs, databases, and information flow, in order to meet the future needs of a growing organization. He handled the entire backend, while another developer handled all frontend related work.

**Technologies, methods, and tools:**  
PHP, mySQL, HTML5, CSS3, SCRUM

## Developer (Consultant)

*Philipp Auger | 2020*

**Mission statement and responsibility in projects:**  
Bug fixes and upgrades for Philipp Augers' web shop.

**Technologies, methods, and tools:**  
PHP, mySQL, CSS, JavaScript, Prestashop

## Developer (Consultant)

*Nynäshamns Bostäder | 2019*

**Mission statement and responsibility in projects:** Peter carried out a complete redesign for Nynäshamns Bostäder, as well as a few enhancements to their Umbraco system.

**Technologies, methods, and tools:**  
Umbraco, C#, HTML5, CSS3

## SYSTEM LEAD AND DEVELOPER

*Epteca, Copenhagen | 2011 - 2013*

Epteca is an agency that sends super targeted and relevant emails to [traveling] customers from various companies selling airline tickets and hotels after the point of purchase. These communications contain a mixture with handy information, weather conditions at the location, as well as some targeted products that may be useful for travelers. Epteca is enabling the travel and hospitality industry to exploit and monetize the billion CHF ancillary offerings opportunities with millions of their existing customers.

**Mission statement and responsibility in projects:** Starting from a white piece of paper, the CEO and Peter did the planning for the company, and Peter converted the plans to an architecture that would last of years.

**Technologies, methods, and tools:**  
C#.Net, MS SQL, HTML5, CSS3, SmartFocus, Life cycle marketing, Tracking, System integrations, Outsourcing managemnet etc.

## ACCOUNT MANAGER

*SmartFocus, Malmo | 2010*

Emailvision (SmartFocus), the leading international software as a service (SaaS) company specialising in email, mobile and social marketing.

**Mission statement and responsibility in projects:** Looking after existing clients and making them progress with their Email Marketing Solution Campaign Commander (TM). Job included everything from strategic consulting, looking after campaign results, suggesting improvements, holding training sessions for clients (both in person and online) and more.

Due to his technical abilities, some coding and implementation work was also part of his duties (~10% of my time)

While working at SmartFocus, Peter learned how many big and well-known brands across Scandinavia was working, and helped these brands on a strategic level to improve their results.

**Technologies, methods, and tools:**

SalesForce, SmartFocus, Email marketing, Life cycle marketing, Trigger marketing, HTML4, Perl, Oracle SQL, Data mining, Marketing strategy, Sales

**DEVELOPER**

*Munkeby Systems, Malmö | 2008 – 2009*

Munkeby provides a quality ticket management system for managing errors, new developments and a wide array of other tasks.

**Mission statement and responsibility in projects:** I created client specific code as well as improving their interface design. Job was heavily focused on HTML/CSS/JavaScript (with Scriptaculous).

**Technologies, methods, and tools:**

HTML4, Javascript, CSS

**DEVELOPER / PRODUCT MANAGER / OUTSOURCING MANAGER**

*Travellab, Malmö | 2007 – 2008*

Travellab provides a price comparison engine / service, and have/had some very well known brands in travel price comparison as either white label or data feed customers.

**Mission statement and responsibility in projects:** Peters job included integrating new OTA (Online Travel Agents), setting up white label solution / feed access for B2B clients and managing the site and stability as well as technical support. I've re-created their charter system from scratch, including system architecture and OTA integrations.

At the peak, he was managing 3 outsourcing-developers.

The job had a very heavy focus on data and API implementations.

**Technologies, methods, and tools:**

Perl, HTML4, CSS, MySQL, SCRUM, Project management

**DEVELOPER**

*Travellab, Malmö | 2007 – 2008*

Travellab provides a price comparison engine / service, and have/had some very well known brands in travel price comparison as either white label or data feed customers.

**Mission statement and responsibility in projects:** Developer in a travel price comparison. Job included integrating new OTA (Online Travel Agents), setting up white label solution for few clients and managing the site and stability. I've re-created their charter system from scratch, including OTA integrations.

**Technologies, methods, and tools:**

Perl, HTML4, CSS, MySQL, SCRUM

## MORE ABOUT PETER

### Roles

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- Web Developer
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- Product Specialist
- Business Analyst
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- Solution Architect

### Industry Experience

- |           |          |
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| • IT      | 11 years |
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### Skills

- **Architecture**
  - Design Patterns
- **Development**
  - .Net Core
  - .NET Framework
  - Ajax
  - ASP.NET
  - Bootstrap
  - C#
  - cakePHP
  - CSS3
  - Databases
  - Frontend
  - HTML5
  - Integration
  - JavaScript
  - jQuery
  - JSON
  - MailChimp
  - Microsoft Azure
  - Microsoft SQL Server
  - MVC
  - MySQL
  - MySQLi
  - PHP
  - Razor
  - Sass
  - Scrum
  - SendGrid
  - SOAP
  - SQL Server Management Studio
  - Umbraco
  - Web Applications

- Web Design
- Web Services
- Website Development
- XML
- **E-Commerce**
  - Opencart
  - PrestaShop
  - TeaCommerce
- **Email Marketing**
  - Email Management
  - Email Strategy
  - Campaign Management
  - Customer Segmentation
  - Data Integration and Automation
  - Evaluation of Statistics
  - A/B- / multivariant-testing
  - MailChimp
  - Mass Email Marketing
  - Marketing automation
- **Segmenting**
  - Identifying customer groups
  - Test groups
  - Goals for various groups
- **Other**
  - Account Management
  - Agile
  - Business Analysis
  - Customer Retention
  - KPI
  - Life cycle management
  - Outsourcing
  - Retention Strategies
  - User Interface Design
  - User Tracking & Measurement

### Languages

- |             |                      |
|-------------|----------------------|
| • Swedish   | Native               |
| • English   | Fluent               |
| • German    | B1-B2                |
| • Spanish   | A1-A2                |
| • Danish    | Strong understanding |
| • Norwegian | Strong understanding |

### Education

- **Application programming**  
Lernia (2004-2006)  
Vocational training towards programming and managing a small company.